SPANJER

Wood letters

W

CATALOG W-58

Give Your Signs

POWER & PRESTIGE

with Spanjer

Wood Letters

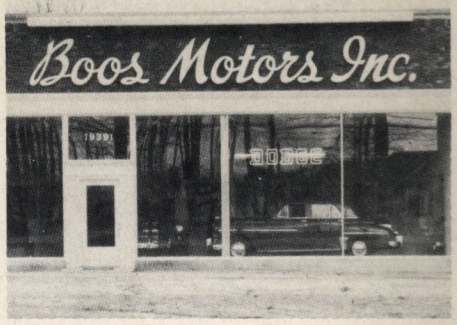
You want impact in your signs—dynamic, sales compelling impact. The kind of selling power that turns cool prospects into hot customers—that's *SALESMANSHIP* and Spanjer has it. You want prestige in your signs. The distinctive prestige that maintains good will and reflects the integrity of your business—that's *SHOWMANSHIP*—and Spanjer has it. What else does Spanjer have? *LEADERSHIP*, over 50 years of it—over 50 years of supplying wood letters to sign contractors in all parts of the country. Over half a century of designing money-making signs, created by experts—and that's *CRAFTSMANSHIP*—the most important ingredient of Spanjer Signs.

Here's How Spanjer Wood Letters Increase Your Volume—Quickly

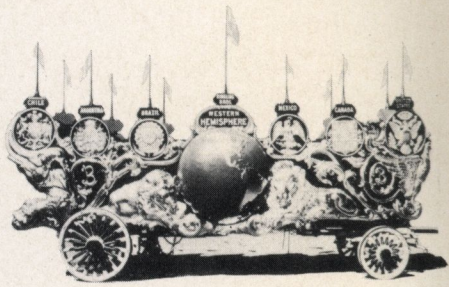
As far as you're concerned, there's no business like your business, and that's to be expected. So what do Spanjer Wood Letters mean to you in terms of your business? How will the four Spanjer "Ships"—*SALESMANSHIP*—*SHOWMANSHIP*—*LEADERSHIP*—*CRAFTSMANSHIP* help you enjoy a consistently bigger and better volume? Here's why they are easy to sell and why they will increase your profits quickly . . .

SALESMANSHIP—The sales impact Spanjer Wood Letters gives your signs is achieved by their 3-dimensional design. Ask yourself this question: "What attracts the greater attention, a flat, lifeless sign or one with expertly designed letters that have eye-appealing dimension?" Obviously the letters that stand out are the real stoppers and real sales stimulators. Spanjer 3-dimensional Wood Letters get their message across forcefully and quickly because they are created by designers who know how to add zest to their styling—this is truly "Sign Language That Sells."

SHOWMANSHIP—Faint heart never won fair maiden, nor profitable customer for that matter. To stand out from the crowd, a sign must be forceful—different—unique. The prestige of a company is reflected by the signs they use, as well as what they have to say. A sign is very often a company's sole contact with present and potential customers, the public and the business world—it's got to **stand out** to be seen, to be noticed, to activate. Modern Spanjer Wood Letter Signs indicate a modern business.



DAY . . . *"Everything about this sign has turned out swell . . . the customer likes it, we like it . . ."—that's what Walker & Co. of Detroit wrote us about this illuminated wood letter sign.*

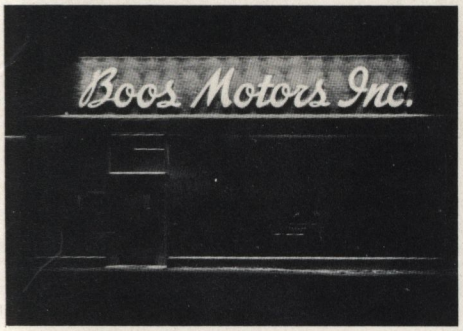


CIRCUS WAGON—OLD . . . *Ornate wood carvings for this beautiful old circus wagon were made by Spanjer Bros. in 1896. The wagon is still in existence, proving again the long life of properly maintained wood letters and wood carvings.*

PERMANENT . . . *Blommel Sign Co., Dayton, Ohio, reports that this Spanjer wood letter sign, erected in 1919, is still as good as new—proving the value of proper maintenance, and the long life of Spanjer wood letters.*

ENGRAVED AND RUSTIC SIGN BOARDS . . . *For country estates, parks, golf courses, etc., engraved, rustic boards are just the thing. Made of pine, redwood, oak, or other woods, there are no limits in design or size.*

COPYRIGHT 1957 SPANJER BROS. CHICAGO, ILL.

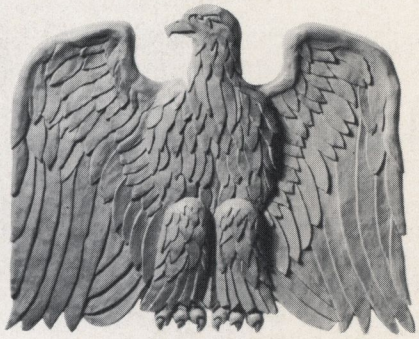


NIGHT . . . *On the job day and night—showing how Spanjer wood letters are being used on illuminated signs all over the country. These letters are special Script style, flat face, 1 3/4" thick.*

"CIRCUS" WAGON—NEW . . . *Recently completed advertising "circus" truck for Lakeland Bakers uses elaborately carved "Fancy Roman" wood letters, carved moulding and scrolls. Courtesy, Jess J. Murray Signs, St. Cloud, Minn.*

ELECTRICAL . . . *"Chicago's Finest Eating House"—this copy is in gold leaf, round face Spanjer wood letters. Sign background and illuminated letters are of steel, porcelain enameled. Courtesy, White Way Electric Sign and Maintenance Co., Chicago.*

TEMPORARY . . . *Raised wood letter signs on temporary construction barricades attract attention and create interest—do a good job of advance selling before store is opened.*



WOOD CARVINGS . . . *Wood carvings attract attention, add interest to modern signs. Carved eagles are often used on Banks, Savings and Loan Associations (see also Marshall Field bulletin, back cover).*

INTERIOR SIGNS . . . *Spanjer wood letters do not stop at the door. They go inside and do a selling job throughout the entire store. Directional signs guide and direct store traffic: point of purchase signs sell merchandise.*

ORNAMENTAL SIGNS . . . *Colonial and other ornamental type sign backgrounds can be furnished to harmonize with any design. Above sign is 24" x 30" double face, with raised round face letters. Courtesy, Dolson Outdoor Advertising, Armington, Illinois.*

Modern Spanjer Wood Letter Signs reflect progressive thinking and management. They enhance the prestige of a company and this is the stuff that long range business success is made of. Your Spanjer Wood Letter Sign is your showpiece—and establishes your reputation.

LEADERSHIP—From a thousand main streets, from countless plants come the success stories of Spanjer Wood Letter Signs—and that's the way it's been since 1896. If a product is known by the company it keeps, then Spanjer truly leads the field, for the impressive list of Spanjer users includes satisfied businesses, both large and small, from Bangor to Bakersfield.

CRAFTSMANSHIP—One order doesn't make a business, nor does a piece of wood make a sign. It takes design by experts, selection of quality lumber and fine craftsmanship to produce distinctive raised wood letters. Spanjer wood letters are made from thoroughly kiln-dried Northern white pine, selected for straight grain and even texture. Letters are smoothly and accurately cut and carefully sanded, ready for painting.

Letters can also be made from an exterior grade waterproof plywood or harborite 1/2", 3/4" or 1 1/2" thickness. This material is advisable where structural strength is a factor, such as for delicate scripts, difficult installations, changeable signs, for truck applications, etc. For special effects letters can be made also of oak, maple, walnut, redwood, mahogany or masonite and other materials. This is high level craftsmanship at low level cost. Spanjer letters are easy to sell, quick to please, profitable for the sign man and for his customer. Remember, this is the most complete, custom sign service you can offer any customer. No other letter service is as flexible, for no other letter manufacturer is equipped to handle all types of special orders. For bigger volume, greater profits and increased prestige, use Spanjer Wood Letters!

Spanjer Bros.

CHICAGO 10, ILLINOIS

Round Faced Wood Letters

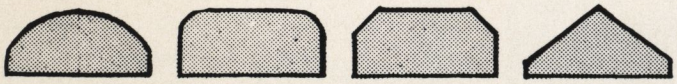
FUTURA STYLE

GOTHIC STYLE

DEEP RIBBON

EGYPTIAN STYLE

CONTOURS



⅔ ROUND | ROUND EDGE | BEVEL EDGE | PRISMATIC

The TWO-THIRDS ROUND FACE is the most popular wood letter contour. ROUND EDGE and BEVEL EDGE are often used on signs requiring special effects.

PRISMATIC FACE (priced at 40% above prices of two-thirds round letters) is often used on signs of banks and public buildings.

International Harvester Company plant, Chicago, is effectively identified by 18″ plain Egyptian letters, regular width, 1⅜″ thick, two-thirds round face, finished in gold leaf. Courtesy, Federal Enterprises, Inc., Chicago.

STYLES—Styles shown above are all plain in design, very legible.

EGYPTIAN style is made in Plain and Spurred, as shown.

DEEP RIBBON, round face letters, made in 2¾″ or greater thicknesses, make modern, very effective signs.

WIDTHS—Regular widths of styles shown on this page are approximately two-thirds of the height. That is, 12″ high letters average 8″ wide; other sizes are in the same proportion.

FUTURA and KABEL letters, in which letters "O," "C," etc., are made from perfect circles, are made in regular widths only.

EGYPTIAN and GOTHIC letters are made in the widths listed below:

Regular	12″ high x 8″ wide	All other sizes are in the same proportion
Condensed Twice	12″ high x 5½″ wide	
Condensed Once	12″ high x 6½″ wide	
Special.	12″ high x 10″ wide	
Extended	12″ high x 12″ wide	

SIZES and THICKNESSES—Standard sizes are: 6, 8, 10, 12, 14, 15, 16, 18, 20, 22, 24, and 30″. Larger letters can be made from special patterns.

Standard thicknesses are: 13/16″, 1⅛″, 1⅜″, 1¾″ and 2¾″. In general, the larger the letter, the thicker it should be. For projected mountings, thicknesses of at least 1⅛″ is recommended.

Round Faced Wood Letters

BULLETIN BOLD

ARCHITECTURAL

PLAIN THICK AND THIN

BROADWAY

RUG RE RO RS

Condensed Twice Roman | Condensed Once Roman | Regular Roman | Extended Once Roman

BULLETIN BOLD is a new addition to the Spanjer line of stock design, popular wood letter styles. Its bold lines make it very legible from great distances, and its heavy strokes make it practical for projected mounting to any background. Some sizes are available in Upper and Lower Case.

ARCHITECTURAL style, often used in prismatic face, has always been popular for signs on banks and public buildings.

THICK & THIN and BROADWAY are modern adaptations of classic styles.

ROMAN style, always popular, is available in four widths, to fit varying space conditions.

WIDTHS—BULLETIN BOLD, ARCHITECTURAL, THICK & THIN and BROADWAY styles shown above are approximately square, that is, a letter 12″ high averages 12″ wide; other sizes in proportion.

ROMAN letters, however, are made in four widths as listed below:

Regular	12″ high x 14″ wide	All other sizes are in the same proportion
Condensed Twice	12″ high x 10½″ wide	
Condensed Once	12″ high x 12″ wide	
Extended Once .	12″ high x 18″ wide	

Peoples National Bank of Washington employs BULLETIN BOLD, two-thirds round face letters. Courtesy, Messenger Sign Co., Seattle.

Special Script letters, 1 ¾" thick with two-thirds round face used with standard Futura letters. Courtesy, Orde Advertising Co., Green Bay, Wisconsin.

Special round face logotype Script letters, finished in gold leaf, on metal background, illuminated by 750—20 watt flashing bulbs. Scintillating reflection of flashing bulbs on gold leaf letters creates twinkling, eye-catching effect. Courtesy, Gold-E Signs, Chicago.

SPANJER BROS.

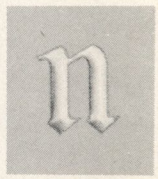
Special Letters

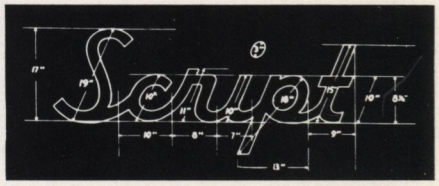
ANY DESIGN
ANY SHAPE

LOW COST...
Fast Delivery

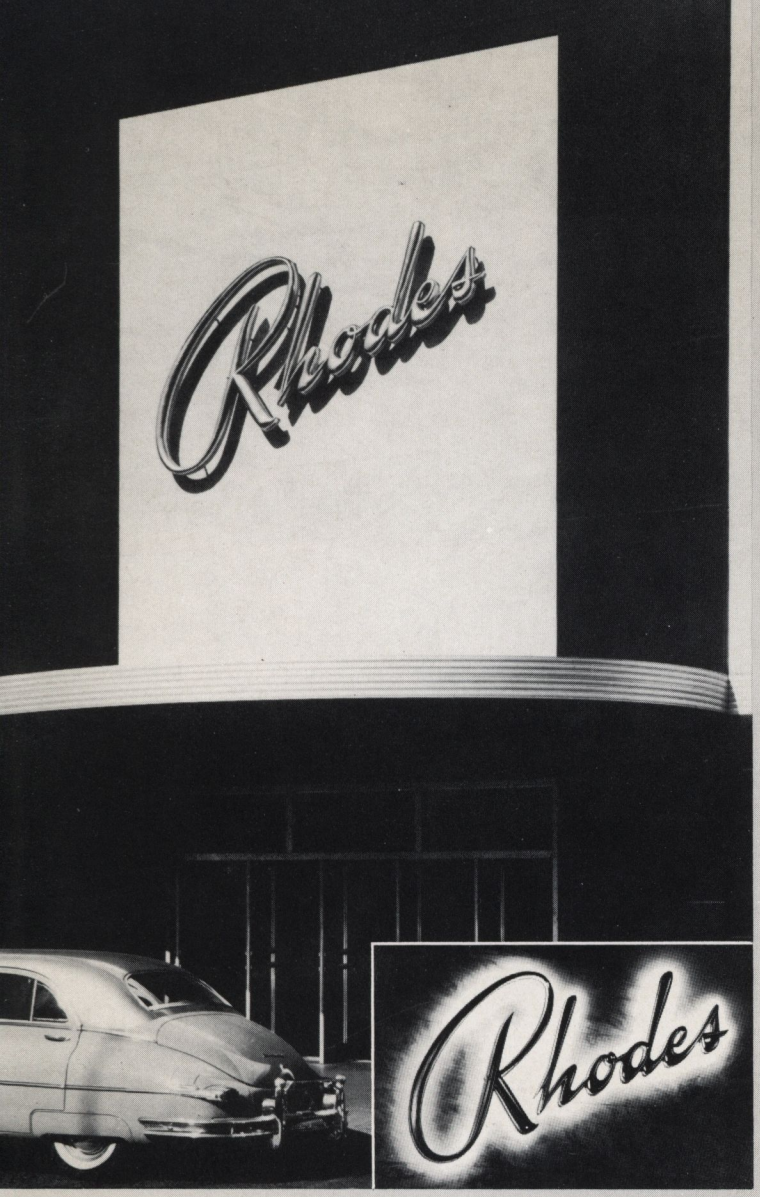
Any Design . . . Any Size . . . Yes, any design, any size, any special signature, trademark, or logotype can be reproduced in wood. Quickly and inexpensively too, since no costly tooling, casting patterns or moulds are required.

A scaled sketch, or full size layout on paper, is all that's needed to transform your client's logo, or your designer's ideas, into beautiful long lasting, three dimensional wood letters. Look at the signs illustrated on these pages. They are outstanding, effective and profitable signs—profitable both for the sign man and for his customer. They are all "special" signs, designed for a particular job using low-cost, long-lasting Spanjer wood letters.





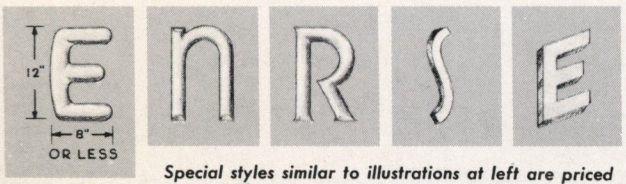
Old English and Script letters are always made from special patterns. See Script letter price list.



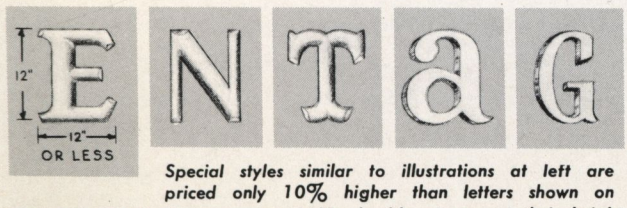
Rhodes sign uses round face wood letters 2¾" thick, 6'-6" high, finished in brilliant gold leaf for maximum daylight effect. Sheet metal channel 2½" deep is applied to backs of wood letters, concealing neon for beautiful nite-time silhouette and halo effect. Courtesy, Coast Neon Displays, Inc., Tacoma, Washington.

Round face wood letters, 1¾" thick, in customer's logotype style, finished in gold leaf, projected mounting to marble facia on Chicago's famous Michigan Avenue. Courtesy, H. M. Witt & Co., Chicago.

Modified Old English letters, round face, finished in enamel make interesting and individual type sign. Courtesy, Barrow & Nieding Sign Co., Cleveland, Ohio.



Special styles similar to illustrations at left are priced only 10% above letters shown on pages 4 and 8. The average width, however, should not exceed two-thirds of the height.



Special styles similar to illustrations at left are priced only 10% higher than letters shown on pages 5 and 9. Their average width should not exceed their height.

SPECIAL LETTERS

Any style or size of letter not illustrated on pages 4, 5, 8 or 9 is considered a special letter.

Special letters can be an ornate script, or a plain letter similar to, but with slight differences or variations from one of our standard styles.

Script letters can be priced from our script price list.

If full size drawings are furnished to us, other special styles can be furnished at price of *only* 10% over prices of standard style which it most closely resembles, provided widths of letters are not more than normal.

When submitting full size drawings for special letters, care should be taken that they are accurately detailed since they are used as production drawings. Wood letters produced from them can be only as accurate as the drawings. These drawings can be made on any heavy Kraft paper. Duplicates of characters are not required.

We suggest that you retain a duplicate of the drawings for layout and templet use since those sent us are consumed in the production of the wood letters and cannot be returned intact.

We shall be happy to keep your drawings on file for your future use if you will let us know that you expect a re-order of the same letters.

We can detail full size drawings for you, at a normal charge, if you send accurate scaled sketch of design wanted.

Flat Faced Wood Letters

FUTURA STYLE

GOTHIC STYLE

RIBBON STYLE

EXOTIC DESIGN

KABEL DESIGN

STYLES—The styles illustrated above are sometimes roughly classed as "block" styles. They are clean-cut, modern, easy to read, and are lowest in cost of all Spanjer letters.

WIDTHS—Styles shown above are available from stock patterns in regular widths only, approximately two-thirds of letter height. That is, a letter 12″ high will average 8″ wide, other sizes in proportion. Ample additional space must be allowed between letters, between words, and at ends of sign.

SIZES—Standard sizes are: 2, 3, 4, 5, 6, 8, 10, 12, 14, 15, 16, 18, 20, 22, 24 and 30″. Larger letters can be made from your full size drawings.

THICKNESSES—Standard thicknesses are: 1/4″, 1/2″, 13/16″, 1 1/8″, 1 3/8″, 1 3/4″ and 2 3/4″.

In general, the larger the letter the thicker it should be. Minimum thickness of 1 1/8″ if letters are for projected mounting. Ribbon style letters should be used proportionately thicker than other styles as they depend on depth for their effectiveness. Minimum thickness for base mounted or free standing letters should be at least 1 3/8″ thick on letters up to 16″ high, at least 1 3/4″ thick for letters up to 20″, 2 3/4″ thick are recommended for larger than 20″ or for a more attention compelling effect on smaller letters.

Modern, very legible, yet inexpensive sign on modern plant, using Futura style letters, flat face, 24″ high. Courtesy, Triangle Sign Co., Chicago.

Flat Faced Wood Letters

BROADWAY

PLAIN THICK AND THIN

ARCHITECTURAL

STYMIE BLOCK

THE HUXLEY GOTHIC

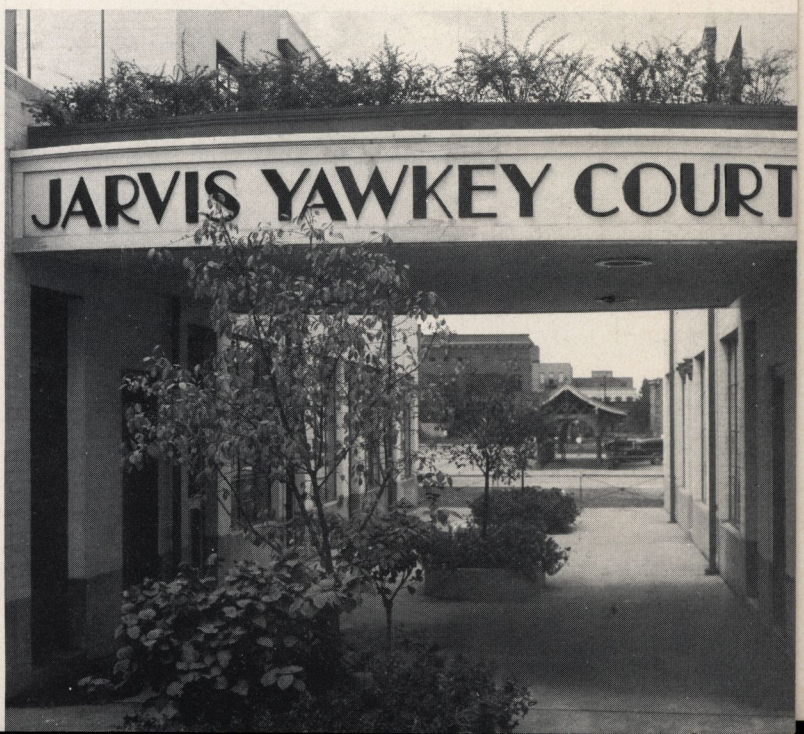
WIDTHS—BROADWAY, THICK and THIN, ARCHITECTURAL, and STYMIE BLOCK letters are approximately square, that is, a letter which is 12″ high will be approximately 12″ wide; other sizes in proportion.

Width of HUXLEY GOTHIC is approximately one-third of the height, that is, a letter 12″ high will be about 4″ wide; other sizes in proportion.

THICKNESSES—Standard thicknesses are: 1/4″, 1/2″, 13/16″, 1 1/8″, 1 3/8″, 1 3/4″ and 2 3/4″.

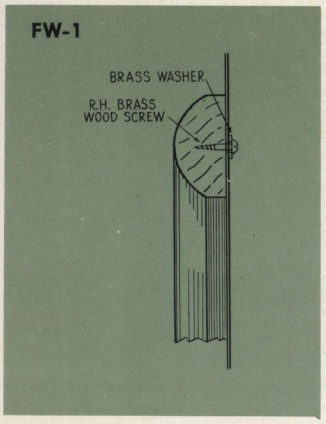
In general, the larger the letter the thicker it should be. Minimum thickness of 1 1/8″ if letters are for projected mounting. Ribbon style letters should be used proportionately thicker than other styles as they depend on depth for their effectiveness. Minimum thickness for base mounted or free standing letters should be at least 1 3/8″ thick on letters up to 16″ high, at least 1 3/4″ thick for letters up to 20″, 2 3/4″ thick are recommended for larger than 20″ or for a more attention compelling effect on smaller letters.

SIZES—Standard sizes are: 2, 3, 4, 5, 6, 8, 10, 12, 14, 15, 16, 18, 20, 22, 24 and 30″. Larger letters can be made from your full size drawings.



JARVIS YAWKEY COURT—*12″ Broadway style 1 1/8″ thick flush mounted to wood background.*

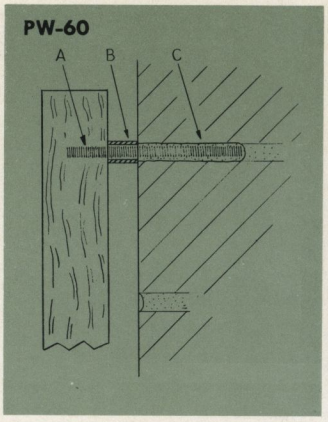
Fastening Methods



TYPE FW-1

Flush mounting to panels accessible from back.

Depending on the size of the letters, holes in panel should be drilled 1/8" to 5/16" larger than shank of screw. This is to allow for freedom of expansion and contraction of materials, and for this reason screws should not be pulled up too tightly. Drill small holes in backs of wood letters. Attach letters with round head brass wood screws and washers, as illustrated.

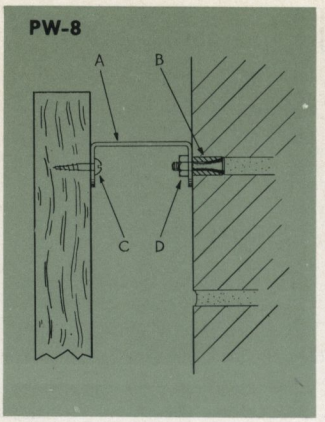


TYPE PW-60

Flush mounting to masonry.

Install brass studs (A) into backs of letters. In corresponding positions, drill 3/8" diameter holes (B) 2" deep into masonry. Fill holes with Tuff-Bond or other quick setting cement. Place plastic or metal spacers over studs and press studs projecting from backs of letters into cement-filled holes. Studs can be purchased separately or can be furnished installed in the letters for a small additional cost.

This method is recommended for small letters 12" high and under.



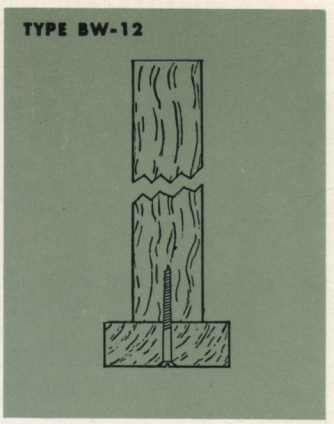
TYPE PW-8

Projected Mounting to Masonry.

Attach extension irons (A) to backs of letters with No. 8 round head brass wood screws. In corresponding positions, drill 3/8" diameter holes 3/4" deep into masonry and set expansion bolts (B).

Place letter with attached extension irons over projecting studs of expansion bolts and fasten with nut (C).

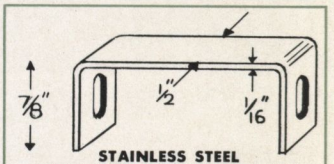
For wood backgrounds, use wood screws in background and studs in letters. Drill No. 23 holes in backs of letters before turning in studs.



TYPE BW-12

Wood Base Mounting.

After they have been well painted, properly space letters against wood base. Drill holes through wood base into bottom of wood letters and fasten with flat head brass wood screws.



STAINLESS STEEL EXTENSION IRONS FOR PW-8

Carried in stock in following lengths: 1"—1½"—2"—3".

Exterior Wood Letter Painting Suggestions

To obtain the long life that Spanjer wood letters can give, the importance of proper priming cannot be overstressed. It is the primer coats that protect the wood letters from the elements and provide the proper base for a long-lasting enamel finish or a brilliant gold leaf finish. It is vitally important that the letters be painted equally well on the *backs* and *edges* as on the *faces*, for the letters must be sealed completely so that no moisture can get in from any direction.

1. PREPARATION OF LETTERS FOR PAINTING

Before any paint is applied to wood letters, they should be thoroughly cleaned and dusted with a stiff bristle brush or airgun, if available. All dirt and sawdust which may have accumulated on the edges as well as on the faces and backs must be removed. Any small dents or scratches should be sanded with 2/0 sandpaper and the letters should be redusted before any paint is applied.

2. PRIMER AND PROTECTIVE COATS

	1st Coat	*2nd Coat*	*3rd Coat*
Soft white lead paste	3 parts	3 parts	2 part
Boiled linseed oil	5 parts	2 parts	none
Pure turpentine	1 part	1 part	1 part
Fiberseal or varnish	none	none	2 tablespoons per gallon

Great care should be exercised in brushing out well each of the above 3 coats. If this is properly done, only a very light sanding with 4/0 sandpaper will be required between coats; thus the maximum protective value is received from each coat of paint.

3. DECORATIVE COATS

After the wood letters have been properly protected from the elements by the first three coats, the letters are ready for the final decorative coats. The letters should be lightly sanded with 4/0 sandpaper to provide a smooth base. It should be kept in mind that the fourth and fifth coats of synthetic enamel have very little moisture protective value and are for decorative purposes only.

4th Coat—Brush or spray a good quality synthetic enamel (such as Dulux) on all surfaces of the letters, flowing out all brush marks.

5th Coat—Sand very lightly and apply second coat of synthetic enamel.

4. GOLD LEAFING*

Apply three primary and protective coats as described in paragraphs 1 and 2 above.

Apply slow drying overnight yellow oil gold size.

Apply gold leaf.

5. DRYING TIME

Drying time is difficult to specify, due to the varied temperature and humidity conditions throughout the country at various times of the year. An average, however, of from 2 to 5 days of drying time must be provided between each coat. Preceding coat must be thoroughly dry before another coat is applied.

6. CLEANING AND MAINTENANCE

Synthetic enamel and gold leaf letters can be cleaned easily with a mild soap suds and soft sponge. On gold leaf letters care must be exercised to rub lightly so as not to injure the delicate gold leaf surface. Letters should be rinsed with clear water before the soapy water has had a chance to dry.

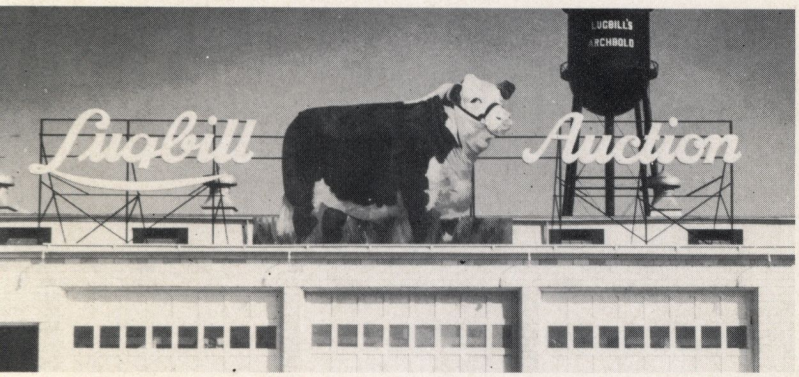
Wood letters, when properly painted before installation and repainted when the paint shows the first sign of disintegration, will last almost indefinitely. This is evidenced by the many wood letter signs which were installed more than 30 years ago and which are still in excellent condition.

It is suggested that you sell your customer a regular periodic clean-up and touch-up service (at least once or twice a year) for his sign so that it will always look new, and will always be a good advertisement for his business and yours.

*For more complete information on gold leafing, see the booklet "Gilders' Tips" published by Hastings & Company, Inc., Philadelphia.

Special style wood letters (similar to Futura style), 30" high, 7¾" deep. Letters are attached to wood base for easy erection over entrance to modern plant. Courtesy, A. M. Strauss, Architect, Fort Wayne, Indiana.

Round face wood letters, upper and lower case Roman style, 1¾" thick, finished in gold leaf, help create a dignified and attractive bank bulletin. Courtesy, Balton & Sons, Memphis, Tennessee.



Round face wood letters, 42" and 24" high, 1¾" thick, Script style, round face, finished in white enamel. 14' high steer cut from ¾" marine plywood. Courtesy, Brinkman Signs, Defiance, Ohio.

Special Script letters cut from 1½" thick waterproof harborite plywood. Letters are attached to horizontal aluminum channels on backs, and hung below projecting canopy.

How to Order

so you can get

Fast Service

FROM Spanjer

ON STANDARD OR SPECIAL

Wood Letters

When ordering wood letters, it is to your advantage to give us complete specifications.

We can give you fast service if you give us the following information:

- Style of letter
- Height or size
- Thickness
- Width (if in a style made in more than one width)
- Face contour
- Material
- Quantity (number of letters)
- Copy—or reading of sign
- Hardware required, if any, or mounting method you plan to use

In determining size of letters to be used, check the widths listed on pages 4, 5, 8 and 9, allowing ample space between letters, between words and at ends of sign.

If you will indicate the length and height of the space in which the letters are to be used, we will check to see that the letters chosen will fit properly.

It is important that you specify the type of background and the method you plan to use in erecting the letters. In many instances we can offer suggestions for a better looking, longer lasting sign and a less costly and easier installation job for you.

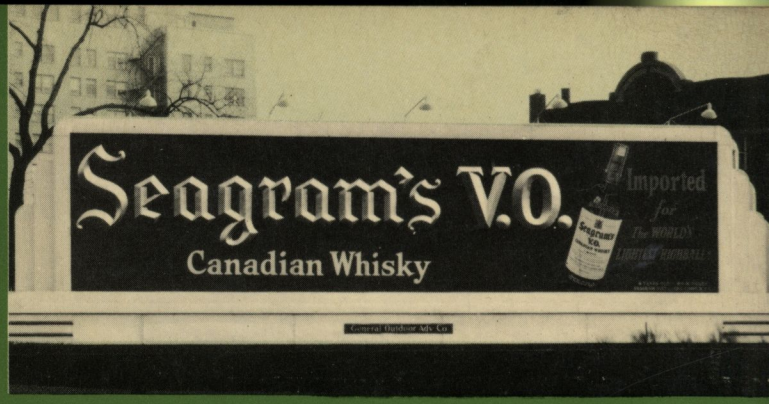
SHIPMENTS . . . All materials are shipped F.O.B. our plant, Chicago, via Railway Express unless you specify otherwise.

CREDIT . . . Terms to customers of established credit are 1/10 net 30 When no credit account has been established, goods are shipped C.O.D. and a deposit of 50% is required with the order.

Spanjer Bros.

1160 NORTH HOWE STREET
CHICAGO 10

Designed by Raymond Loewy Associates, these International Harvester Company dealers' buildings all over the country use Spanjer Gothic style, flat face wood letters, base mounted.



Logotype style letters, prismatic face, 2¾" thick, finished in gold leaf—a "prestige appeal" bulletin. Courtesy, General Outdoor Adv. Co., Chicago.

Deep Ribbon style letters, 18" high, 3¾" deep, finished in gold leaf.

USE **Spanjer**

WOOD LETTERS

Wood letters on modern store interiors —a forceful and effective sales aid.

Round face wood letters, finished in gold leaf, provide modern and effective identification and plant entrance bulletin. Courtesy, Federal Enterprises, Inc., Chicago.

Any special trademark or logotype can be made in wood—quickly and inexpensively.

Round face, 2¾" deep Script letters, finished in gold leaf, attached to natural redwood background. Courtesy, Spanjer Sign Co., New York City.

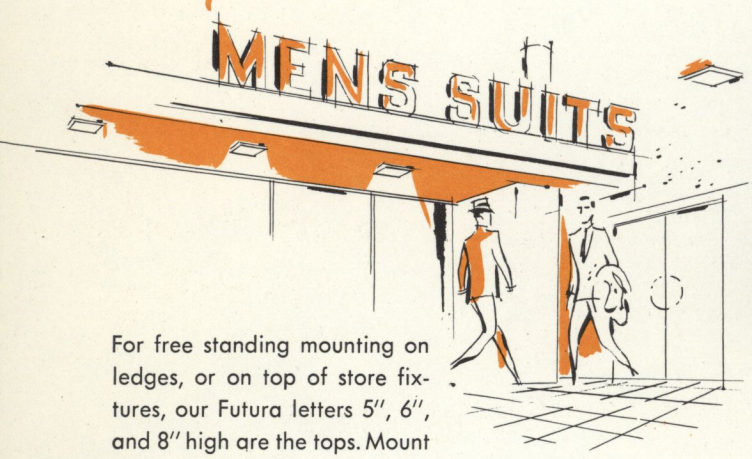
"Marshall Field & Company" in round face wood letters. Letters and hand carved 18' high clock face by Spanjer Bros. Courtesy, General Outdoor Adv. Co., Chicago.

LETTERS *for Interior Displays*

Stock Letters

In stock for immediate shipment—small wood display letters 1" to 8" high. Legible, eye-catching, made in three popular styles, Spanjer inexpensive display letters "pep up" your signs, improve their appearance, and increase their effectiveness.

Ledge Letters



For free standing mounting on ledges, or on top of store fixtures, our Futura letters 5", 6", and 8" high are the tops. Mount them yourself, or buy them completely mounted by us. See prices for base mounting at right.

SPECIAL LETTERS

Special letters, logotypes or trademarks can be made at a moderate cost — your scale drawings or sketches are all that are needed. Our designers can help develop special signs to fit your particular purpose. Write for prices.

FUTURA STYLE

LETTER SIZE	THICK-NESS	1–49		50–149		150–499		500–999		1000–3000	
		EACH UNFINISHED	EACH LACQUERED	EACH UNFINISHED	EACH LACQUERED	EACH UNFINISHED	EACH LACQUERED	EACH UNFINISHED	EACH LACQUERED	EACH UNFINISHED	EACH LACQUERED
1"1½"-2"	¼"	.40	.80	.27	.57	.20	.45	.17	.39	.15	.37
3"	¼"	.50	.93	.34	.67	.25	.53	.22	.47	.20	.45
4"	⅜"	.67	1.14	.48	.85	.37	.59	.33	.62	.31	.60
5"	¾"	.80	1.31	.68	1.09	.50	.85	.45	.78	.43	.76
6"	¾"	.80	1.37	.68	1.15	.57	.99	.52	.91	.50	.89
8"	¾"	1.00	1.70	.85	1.50	.75	1.30	.65	1.15	.62	1.12

GARAMOND STYLE

1"1½"-2"	¼"	.50	.90	.37	.67	.30	.55	.27	.49	.25	.47
3"	¼"	.60	1.03	.44	.77	.35	.63	.32	.57	.30	.55

THE HUXLEY GOTHIC

1"1½"-2"	¼"	.50	.90	.37	.67	.30	.55	.27	.49	.25	.47
3"	¼"	.60	1.03	.44	.77	.35	.63	.32	.57	.30	.55

PERIODS — COMMAS — DASHES — 25% of letter cost • NUMERALS — Same price as letters

MINIMUM MAIL ORDER — $2.00 net per order

BASE MOUNTING

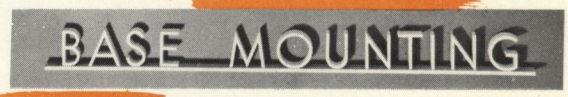
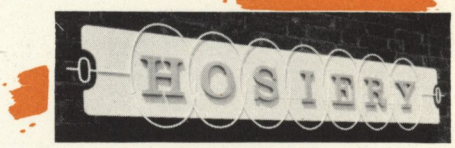


Illustration above shows letters mounted to base strip. Having the letters attached to bases in our plant assures you that they will be properly spaced and securely mounted. This service can be had on interior letters at the low cost of 20¢ to 60¢ per letter depending on quantity.

PANEL MOUNTING



Display, identification and directional signs can be furnished complete, including background, with letters attached. Backgrounds can be simple or ornate, in wood, metal or plastic, completely finished in colors you select. Wire, or other decorative treatment as shown above, can be furnished if desired. Write for prices.

SPANJER BROTHERS, Inc.

1160 NORTH HOWE STREET
CHICAGO 10, ILLINOIS
MOhawk 4-2900